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MAR 25 2008

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Applicant: Plow

Serial No.: 09/922,201

Filed: August 2, 2001

For: **SYSTEM, METHOD, AND COMPUTER PROGRAM
PRODUCT FOR SELECTIVELY DISPLAYING
INTERNET ADVERTISEMENTS**

Art Unit: 3688

Examiner: Lastra

STL9-2000-0037-US1

March 25, 2008
750 B STREET, Suite 3120
San Diego, CA 92101

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RESPONSE TO OFFICE ACTION

Commissioner of Patents and Trademarks
Washington, DC 20231

Dear Sir:

This responds to the Office Action dated March 19, 2008. Move the limitation of now-canceled Claim 2 into Claim 1 as follows. Because this merely moves a dependent claim into an independent claim it should be entered after final.

1176 JAMS